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About me



I design brands from the inside out by aligning philosophy, behaviour, and expression so everything feels true and works as one system.

My practice is rooted in integration and adaptability. Using design principles and decision-making to arrive at the right outcome for each context.

I work closely with founders, teams, and products to turn ideas into coherent brand systems, campaigns, and experiences – translating vision into tangible design that moves businesses forward.

EXPERIENCE

Visual Designer Freelancer LTD May 2025 - Present

Bridging brand and product across a multi-brand ecosystem.

Freelance Designer patl.au 2019 - Present

* Launched **Phuong Nam's** second location with a complete brand strategy and identity system – capturing a new market while distinguishing it from their first shop.

* Collaborated with **Last Month Agency** to develop a brand strategy, brand identity, website, and internal documentation to support their expansion from Sydney to London.

* Helped grow **Snow Foam Australia's** revenue from \$100k to \$1m p.a over four years through strategic campaigning, packaging, rebranding, and eCommerce design.

* Developed the **5v5 Sports** brand from a grassroots competition to a multi-venue and 2500+ players through marketing and operations consulting – culminating in a successful acquisition.

* Repositioned **LilyArtistry** as a premium service through a visual rebrand and website design – leading to price increases and a 37% uplift in bookings within the first year.

* Co-founded **Unmarked**, leading all design efforts from branding, print, merchandising, and marketing, to event planning and developing the operations – resulting in strong community engagement and international recognition.

CAPABILITIES

Tools

- Photoshop
- Illustrator
- InDesign
- Lightroom
- Premiere Pro
- Aftereffects
- Figma
- Webflow
- Meta Ads
- Shopify
- LLMs

Skills & Services

- Design Thinking
- Brand Strategy
- Identity Design
- UX/UI Design
- Packaging Design
- Editorial Design
- Merchandise Design
- Marketing Design
- Photography
- Videography
- Animation

EDUCATION

Billy Blue College of Design 2016 - 2019

Bachelor of Communication Design

LANGUAGES

English
Cantonese

Native
Speaking